Hands On

The Newsletter of the American Massage Therapy Association®

Volume XV, Number 5 • September–October 1999

NMTAW Graphic between pp. 4–5

National Convention at San Antonio in October

High quality continuing education will be presented at the 1999 AMTA National Convention at San Antonio, October 13-17. The courses are organized into three categories or tracks: technology and business; sports massage; and, integrative techniques. All will be presented by distinguished speakers in hands-on, interactive, and lecture formats.

Touching Tomorrow's Frontiers ...a Fiesta of Hands

You can earn up to 13 category-A CEUs to meet AMTA and National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) continuing education requirements from the programs, and discover the latest findings and trends in massage therapy research at the research poster sessions. An insurance panel comprised of experts in the field will discuss the pros and cons of third-party reimbursement. Massage Tips will present practical pointers from veterans in the profession. And, a keynote address, "Massage and Recovery of the Soul," will be given by Don Hanlon Johnson.

The National Convention also provides opportunities for members to become better acquainted with the Association and to voice opinions regarding its future. Add to your professional growth, network with colleagues during the fiestas, and view the latest products from vendors in the Exhibits Marketplace who cater to the massage and bodywork field. Also, explore San Antonio's famous River Walk.

Since class size is limited, advance registration is encouraged. For registration information, contact AMTA's Meetings and Education Department at 847.864.0123, ext. 143, or visit www.amtamassage.org.

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Find A Massage Therapist℠

See Page 8

AMTA Goals and Prioritized Objectives

In the previous issue of *Hands On*, the AMTA Mission Statement and the most recently approved revisions to AMTA's goals were introduced. These truly are AMTA's fundamental reason to exist and the most broad and far-reaching goals to which the membership aspires. In service to these goals are the specific objectives.

Objectives define broad ways in which AMTA's goals may be achieved. They represent the transition from the broad ideas embodied in our goals to the specific tangible programs, projects, services, and benefits that AMTA offers.

In working with the objectives of the AMTA Strategic Plan, the first priority of the Strategic Planning Committee was to evaluate the stated objectives in the current plan.

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Ethics and Standards: One of 7 Key Benefits

AMTA's Code of Ethics and Standards of Practice are member benefits that help set yourself apart from other practitioners to help you build trust in your community and with your clients.

The medical community, insurance companies, and consumers are looking for these hallmarks to distinguish what makes you a qualified professional.

AMTA has led the profession in developing and establishing these standards. Post the AMTA Code of Ethics where you practice, along with your AMTA membership certificate. They reassure your clients and potential clients that you are interested in their safety and well-being. Use this member benefit to distinguish yourself from other massage therapists and to help educate your clients about the profession.

The Code of Ethics is located in the *Membership Registry*, member benefits packet (new members receive this when they join AMTA; in the past year, existing members received it when they renewed their membership), and on the AMTA web site www.amtamassage.org. The Standards of Practice document is in your member benefits packet as well and also is available on the AMTA web site.

Graphic Image for NMTAW 1999 Enclosed

National Massage Therapy Awareness Week (NMTAW) is October 24-30. It gives members, chapters, and massage schools the opportunity to link with nationwide efforts to promote massage and the profession. This year's theme, "Massage For All Ages," emphasizes that massage is for people at all stages of life, from birth to old age.

To help publicize your NMTAW activities, a special camera-ready page containing several sizes of the 1999 NMTAW graphic image is enclosed in this issue of *Hands On*, between pages 4 and 5.

AMTA members are free to use the graphic on flyers, posters, news releases, and other items that will publicize local NMTAW events.

Members can also access both full-color and black and white versions of the graphic at **www.amtamassage.org**.

Electronic files of the graphic can be saved on a computer disk and taken to commercial printers for use on banners, posters, and other printed material.

Direct questions about NMTAW or its graphic to Brooke Stahl at 847.864.0123, ext. 133.

2000 Board of Directors Meetings

Winter
February 23-27, 2000
Sarasota, FL

Spring
June 14-18, 2000
Denver, CO

Fall
September 17-19, 2000
Phoenix, AZ
(in conjunction with the 2000 AMTA National Convention)

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation, or physical handicap.

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President's Letter

Evanston, Illinois in July is hot and muggy as I write my final column as President. Print deadlines have put me in the mind of summation, even though the end of my term is 3 months away.

AMTA is undergoing transformation. We continue to grow at astonishing speed, and the make-up of the membership is changing. Association leaders, in our on-going commitment to keep AMTA a member-driven organization, responsible to meet and exceed members' expectations, have become increasingly sophisticated in the use of data gathering tools. Learning about what 39,000 people want is very different than talking to a few members and thinking we have our fingers on the membership's pulse.

Volunteer leaders are now engaged in altering methods of planning and budgeting to closely reflect the data we've gathered, and to use AMTA's financial and human resources in a more focused way. Integrating the evaluation of programs and a planning cycle into the work of the Board of Directors will create a powerful shift in our ability to deliver programs and services that members and the profession need to meet the challenges of the future.

Association governance is also in the midst of change. The impact of the mail ballot, in part, was to encourage new people to step forward into leadership positions. The three-year office, one-year term of the presidency, lodges innovation, power, and stability with the strategic plan and the work of committees, and spreads responsibility across the shoulders of all elected officers. We don't yet know the full effect of the shift in committee structure from standing and sub-committees to policy and program committees. And we're just embarking on the journey of developing position statements and the significantly altered and empowered role of the House of Delegates.

With all this internal change, we've still managed to attend to the world outside of AMTA. We have groups of volunteers hard at work studying insurance issues, developing standards of care, and learning how best we might form affiliations with other organizations. Our relationships with the organizational members of the Federation are vital and strong. We continue to provide major funding support to research and accreditation of schools through the AMTA Foundation and COMTA. Massage therapy has never had more media visibility.

We are extremely fortunate to be served by a skilled and personable staff. Their expertise in meeting planning, publication, design, marketing, public relations, delivery of members services, chapter support, financial management and web development – to name just a few of the activities that go on in Evanston – provides AMTA with the ability to continue as the leader and resource for the massage therapy profession. Staff is committed to enacting the strategic plan and maintaining AMTA's member-driven, volunteer-led qualities. For both today's association and AMTA of the future, staff is a full and necessary partner for all our accomplishments.

I feel certain that AMTA is ready to meet the challenges of the future: the ones we know about and the ones that will surprise us. It's been a great privilege to participate in all the work that's brought us to this point. An extraordinary AMTA volunteer, **Ray Moriyasu (RI)**, once told me, "AMTA service is the crucible of the soul." Each AMTA experience has borne out the truth of his words. Rarely has anything else in my life pushed me to the edges of my capacities, tested my beliefs, showered me with friendships, and expanded my awareness and skills as has volunteering for AMTA. That I could experience these benefits while at the same time join with others to advance the profession I love and that I believe holds the key to society's healing has been a bounty beyond measuring.

In my continuing journey, you are indeed wonderful travelling companions. Thank you.

Adela T. Basayne
President, AMTA

Fingerprints

Kahn Appointed

Janet Kahn (MD), president of the AMTA Foundation, has been appointed by Secretary of Health and Human Services Donna Shalala, to a 4-year term on the National Advisory Council for Complementary and Alternative Medicine of the National Institutes of Health (NIH) August 1, 1999–July 31, 2003.

Pledges to Fight Cancer

Laura Mader (IL) pledged 10 percent of her May 1999 massage business to the Avon Breast Cancer 3-Day Walk that took place in June. Her pledge was in support of the chiropractor with whom she contracts, whose family has been personally affected by breast cancer.

Award Winner

The National Athletic Trainers Association (NATA) presented an award to **Benny Vaughn (TX)** for his video, *Sports Health Care for Enhanced Athletic Performance and Recovery*. NATA recently celebrated its 50th anniversary.

Benny Vaughn Receives Award

Health Fair

Jennifer Walz (TX) of the Wellness in the Parks Health Center in Dallas was invited by both the Dallas County Fire Department and the City of Dallas Wellness Program to provide chair massage and holistic health information at their health fairs.

Jennifer Walz at Health Fair

Massage Research Study

Sue Welfley (FL) has been chosen as principal investigator in a 6-month research study entitled, "What are the Effects of Massage Therapy in Preventing Pressure Sores?" University Community Hospital in Tampa is funding the study. Daily massage therapy will be provided to qualified chronically ill patients.

Member in the News

Felicia Brown (NC) was recently featured in two local business publications. The first article in *The Business Journal* featured Brown's success as a business owner, as well as the recent expansion of her massage therapy practice and day spa. The second article appeared in *Triad Business News* and detailed Brown's past involvement in rewriting local massage therapy ordinances before North Carolina passed state regulation.

Member Authors Book

Maxine M. Shapiro (MA) recently published, *Clutter! It's Not My Fault! Fix it with Feng Shui.* Shapiro is an acupuncturist, Thai massage therapist, instructor, and Feng Shui consultant.

Anesthesia Conference

Don Klein (MD) gave a presentation for the second year in a row at the Annual Cherry Blossom Anesthesia Conference at Washington, D.C. The pain-management conference draws doctors, nurses, and health professional students for education and professional advancement.

Alternative Health

Charles Wiltsie III (CT) has a radio show in New Haven entitled, "Positive Health with Masseur Charles." The screened call-in talk show invites special guests such as Bernie Siegel, M.D.

Radio Therapist Charles Wiltsie

1999 AMTA Foundation Grant Recipients Announced

The AMTA Foundation announces recipients of the 1999 Foundation Grants for research, community outreach, and educational scholarship.

COMMUNITY OUTREACH GRANTS

The AMTA Foundation awarded two $5,000 awards for AIDS-related outreach projects. Michael Di Pietro will lead the Immune Enhancement Project in San Francisco, California, providing massage and educational material to people living with HIV / AIDS in the Tenderloin district. The second grant was presented to Dion Richetti and the AIDS Alternative Health Project who will bring free massage to people living with HIV / AIDS in underserved, impoverished Chicago, Illinois, communities.

Christopher Martin, pastor of Faith Community of St. Anthony of Padua / Most Precious Blood, Baltimore, Maryland, received $5,000 for the instructional community outreach project, "Hands Across Generations," which will teach seniors to become infant and pediatric massage instructors. This work builds on the well-publicized research from the Touch Research Institute showing that not only do babies benefit from massage, but also seniors benefit from giving massage to babies.

The fourth outreach grant, "Bringing Massage to Rural Hondurans," enables Auristela Vazquez of the Christian Commission for Development of Honduras, to teach massage techniques to a group of trained Honduran health technicians, who will then travel to rural villages to train 300 rural health promoters.

RESEARCH GRANTS

The first research grant was awarded to Margaret Hodge, University of California, Davis Medical Center, in the amount of $9,020 for her study entitled, " Employee Outcomes Following Worksite Acupressure / Massage." Hodge completed the data collection phase of this study and the grant will be used to cover analysis of the data from 100 subjects, preparation of the final report and publications, and travel costs for presenting the results at professional conferences.

The Jack Meagher Institute was awarded $17,500 for a study entitled, "Sports Massage: The Science of Complete Motion," which will examine the application of specific techniques of direct pressure, cross fiber friction, and compression on inducing increased range of motion. This is an artfully designed study, using horses as subjects, which we expect will yield data valuable to all athletes, including, of course, humans. The principal investigator is Jo-Ann Wilson.

The third research project, "A Comparison of Massage Therapy Interventions in Pediatric Bone Marrow Transplants," was funded in the amount of $15,200. Sean Phipps, Saint Jude Children's Research Hospital, Memphis, Tennessee, will study the benefits of massage therapy in comparison to standard care in reducing the physical pain and emotional stress of children undergoing bone marrow transplants. The outcome measures include parent and nurse reports, as well as patient self-report measures of anxiety and comfort.

EDUCATIONAL SCHOLARSHIP

A $1,500 faculty scholarship, which allows massage school faculty to pursue training to enhance their teaching, was awarded to Mary T. Wills, teacher of advanced massage techniques at the Desert Institute of Healing Arts, Tucson, Arizona. She will attend continuing education at the Dissection Seminar, University of South Florida. Student scholarship recipients include: Patrika Mani, Potomac Massage Training Institute, Washington D.C., $2,000; Patricia Epstein, Muscular Therapy Institute, Cambridge, Massachusetts, $2,000; and, Michele K. Arevalo, Big Sky Somatic Institute, Clinton, Montana, $1,500.

These grants were made possible by the generous support of the AMTA Foundation donors.

AMTA Foundation
American Massage Therapy Association Foundation

Grant application deadlines for the 2000 granting cycle are:

Educational Scholarship
December 1, 1999

Research
March 1, 2000

Community Outreach
March 15, 2000

To request a grant application, contact the AMTA Foundation at 847.864.0123, ext. 135, or visit the AMTA Foundation section of the AMTA web site.

AMTA Goals and Prioritized Objectives Continued from page 1

Many had been completed; some in progress or process; and some had yet to be initialized. Of those objectives in progress or waiting to be initialized, two categories were realized:

- **Strategic Objectives** are visionary in nature and help to prepare AMTA for the future.
- AMTA Program Committees or the AMTA Staff execute **Operational Objectives** in the day-to-day operations of the Association.

The committee reviewed each strategic objective and considered its current relevancy to the needs of AMTA and its importance to members as discovered in vision planning discussion groups and membership surveys conducted. The new and exciting needs and desires of the AMTA membership as highlighted in the membership surveys led to the formation of several new strategic objectives for the Plan. In all, more than 90 specific objectives were presented to, and approved by, the Board of Directors at its recent meeting in Hot Springs, Arkansas.This was the final portion of the AMTA Strategic Plan to be approved.

The next step was to have the national officers prioritize the objectives so that the Association would identify a program of work for the near future. To accomplish this, several statisticians and researchers were contacted and offered three different manners in which to prioritize the AMTA Strategic Plan. Noting that each goal was of equal importance to AMTA, it was the consensus that the prioritization be conducted in two phases.

The first step of the process was to prioritize objectives that served each individual goal. This was done for each of the eight AMTA Goals. Here, the relative priority of the objectives was considered in its service to an individual goal.

The second part of this process was to have a prioritization of objectives in a broader sense. The top four objectives for each goal were identified and separated (temporarily) from the goals. The national officers were then asked to establish the relative priority of each of these specific objectives.

In their prioritization, the national officers again referred to the statistics and soft data gathered from the broad-based membership input as received by the committee. And, the priorities of the objectives exhibited a relatively equal distribution.

The AMTA Mission Statement, AMTA Goals, and top prioritized Objectives appear on page 7.

Web Site News

It is easy to learn about AMTA's new educational opportunities. Complete information is available on the web site. Here are two major events to check on-line: Council of Schools Annual Teachers Conference and the 1999 AMTA National Convention and Exhibit Marketplace at San Antonio, Texas.

For the first time, special convention information on exhibits is on-line. Scroll the list of exhibitors and exhibit floor plans to plan booth browsing. Print out the list and the floor plan for your trip to the convention.

As more members take advantage of on-line opportunities, duplicate entries, résumés, and order forms have increased. Duplicate ad postings in the Job Network have increased as well. Please follow the instructions on the entry / order forms to prevent being charged twice.

Attention All Members

Please go to the Members' Section of the web site and take the Benefits and Service Survey. Let us know how your association is serving your needs. There are separate surveys for both professional and associate members.

Visit your new and improved web site today
www.amtamassage.org

AMTA Mission Statement

The mission of the American Massage Therapy Association is to develop and advance the art, science, and practice of massage therapy in a caring, professional, and ethical manner in order to promote the health and welfare of humanity.

AMTA Goals and Prioritized Objectives

To establish the value and effectiveness of massage for health and well being

- Support research into the value and effectiveness of massage for health and well being

To increase awareness of massage and the massage therapy profession

- Develop appropriate messages about massage and massage therapy and select vehicles of delivery for those messages to each targeted audience e.g. the membership, the public, healthcare providers, healthcare associations, third party payers, media, and the wellness community etc.

To advocate that massage provided to the public meets high standards

To promote access to massage and the massage therapy profession

- Promote massage as part of the public's freedom of choice in their personal healthcare program
- Influence the insurance industry to provide massage as a benefit and approved provider status for massage therapists

To be an influential member of the healthcare and wellness communities

- Establish massage and massage therapy as integral components of the healthcare and wellness communities
- Be a primary information resource for massage and massage therapy
- Be strategically prepared to participate in healthcare and wellness communities

To be a leader and a resource in and for the massage therapy community

- Promote massage and massage therapy proactively to the media and the public

To enhance the professional development and personal growth of members

To foster the growth, development, organizational effectiveness, and visibility of AMTA

- Be a member driven organization that is responsible to meet and exceed the needs and expectations of members
- Support the vitality of AMTA Chapters

In pursuit of the goals, AMTA will be guided by the values of care and competency.

San Antonio Convention *Continued from page 1*

Convention attendees can choose from the following Continuing Education Sessions:

Myoskeletal Techniques for Neck and Back Pain

Anatomy Trains: Myofascial Meridians for Bodyworkers

Introduction to Facilitated Stretching

Report Writing Made Easy

Alive and Well on the Computer

Massage for the Next Millennium

The Role of Sports Massage in Human Performance: Upper Extremity

The Role of Sports Massage in Human Performance: Lower Extremity

Palmtherapy

The Ethics of Touch

Defining the Field of Sports Massage

Finish Your Massage Treatment Feeling as Good as Your Client

Taming the Paper Tiger

Massage for Adaptive Sports: Amputees

Interfacing Massage Therapy and Polarity

Does Anyone Know You're There?

Calendar

Regional & National Events

1999

AMTA National Convention
October 13-17
Hilton Palacio Del Rio Hotel
San Antonio, TX
Contact: 847.864.0123, ext. 143

Event Sports Massage Specialty Exam
October 12
Contact: 847.864.0123, ext. 134

2000

AMTA Council of Schools Annual Meeting
January 18-22
The Sirata
St. Petersburg Beach, FL
Contact: COS Liaison
847.864.0123, ext. 150

New England Regional Conference
March 23-26
Sheraton Tara Hotel
Framingham, MA
Contact: Beth Giguere
401.233.8108

AMTA National Convention
September 20-24
Phoenix Civic Plaza
Crowne Plaza Hotel
Phoenix, AZ
Contact: 847.864.0123, ext. 143

Toll-Free *Find A Massage Therapist*℠ Service To Be Launched

In September, AMTA launches its new toll-free number for the *Find A Massage Therapist*℠ national locator service. This newest member benefit expands AMTA's ability to help consumers and healthcare professionals to find qualified AMTA Professional Active massage therapists. The number of people who contact AMTA to find a massage therapist is expected to more than triple, thanks to a national media campaign.

Here's how AMTA's *Find a Massage Therapist* works. The National Office has a database of Professional Active member information on its computer system. When a potential client calls on the dedicated toll-free number 888.843.2682 (888.THE.AMTA) seeking a massage therapist, he or she provides information such as the geographic area (e.g., by zip code), preferences for a male or female therapist, requested hours for appointments, and modalities sought. Staff members then give callers the names and contact information for three AMTA Professional Active members in their area who meet the caller's criteria. The potential clients then can call those members for appointments.

This same service is also being expanded to AMTA's web site at www.amtamassage.org where consumers use a self-serve approach.

This newest national AMTA benefit can help you connect with new clients and increase the size of your practice. If you are a Professional Active member and have not yet given the National Office your profile information (Profile Forms, provided in past issues of *Hands On*, are on the AMTA web site), call Member Services at 847.864.0123 and ask for help providing the information. If we don't have your profile, we can't give potential clients your name.

Note: AMTA's *Find A Massage Therapist* toll-free number is a dedicated line. Calls to that number are for the locator service only and cannot be transferred to other National Office staff.

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